

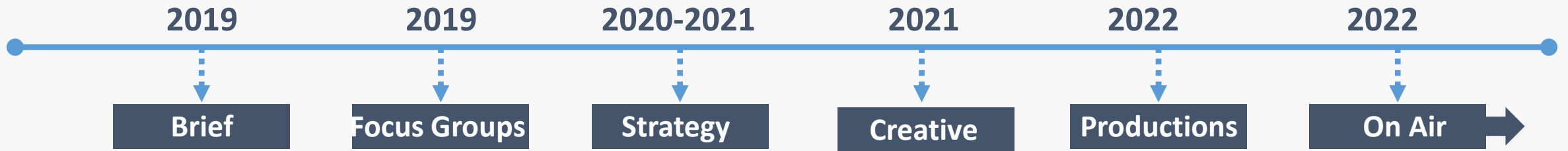
Behind The Scenes: Media Campaign for the CBS and 2022 Census



Eran Ropalidis
Israel Central Bureau of Statistics

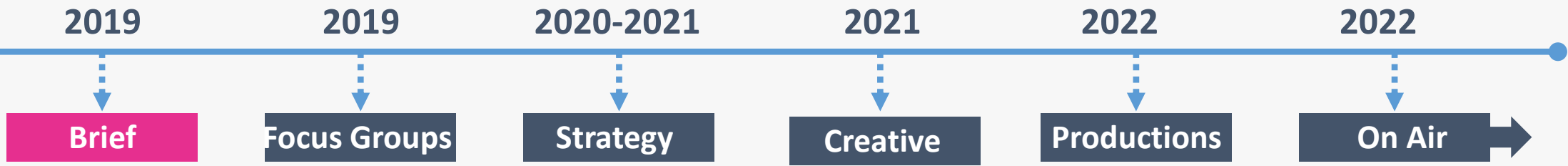


Timeline



Partners





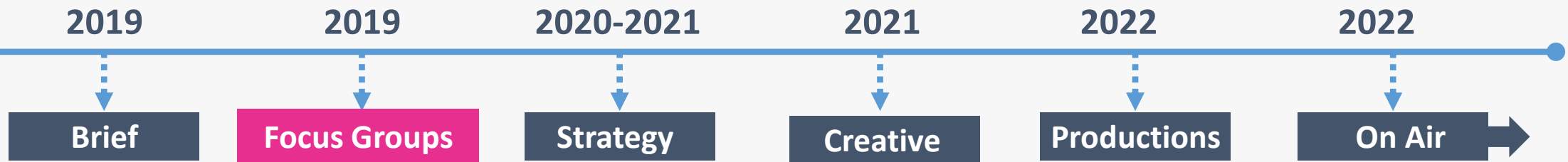
BARRIERS

CHALLENGES

GOALS

CBS AND 2022 CENSUS
General Background





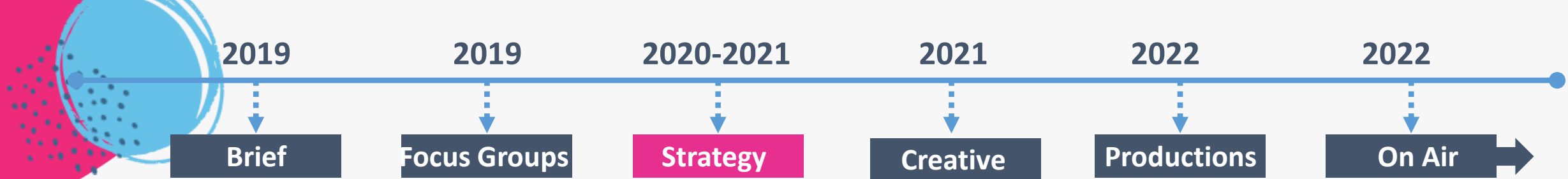
Starting Point Analysis Culturally Different Population Groups (Gender, Age, Region)



Conclusion of the Study

The information about the CBS among the interviewees was insufficient
There was no one who knew how to give an in-depth explanation about the CBS activities
There was no strong connection between CBS activities and the Census





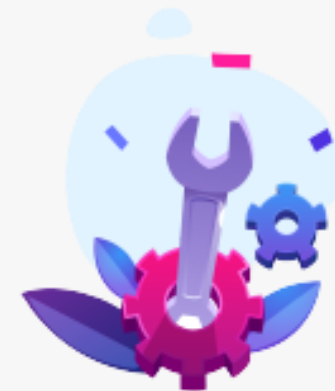
Two Phases Strategy

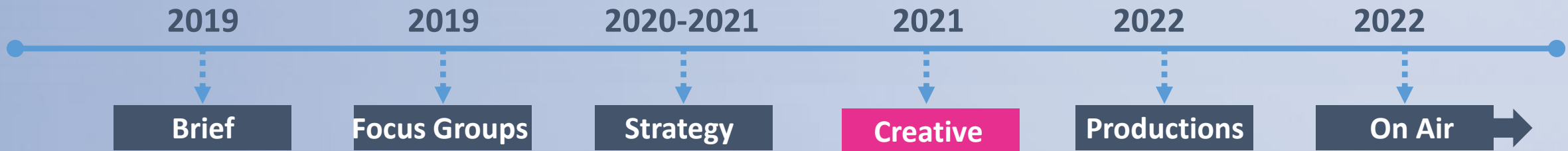


Strategic messages
Data is the new gold
It is impossible to exist without data
Data affects the quality of life



Strategic messages
We need your cooperation
If you don't tell - how will we know in order to improve?





**The Chosen
Alternative**

*Data is A-B-C for Every Decision in Life
Data Creates Quality of life*



נתונים הם א-ב-ג
שם כל החלטה שמקבילים בחיים

2019

2019

2020-2021

2021

2022

2022

Brief

Focus Groups

Strategy

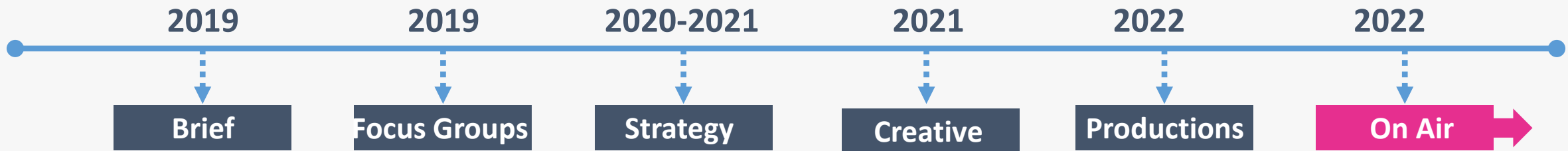
Creative

Productions

On Air

Look and Feel

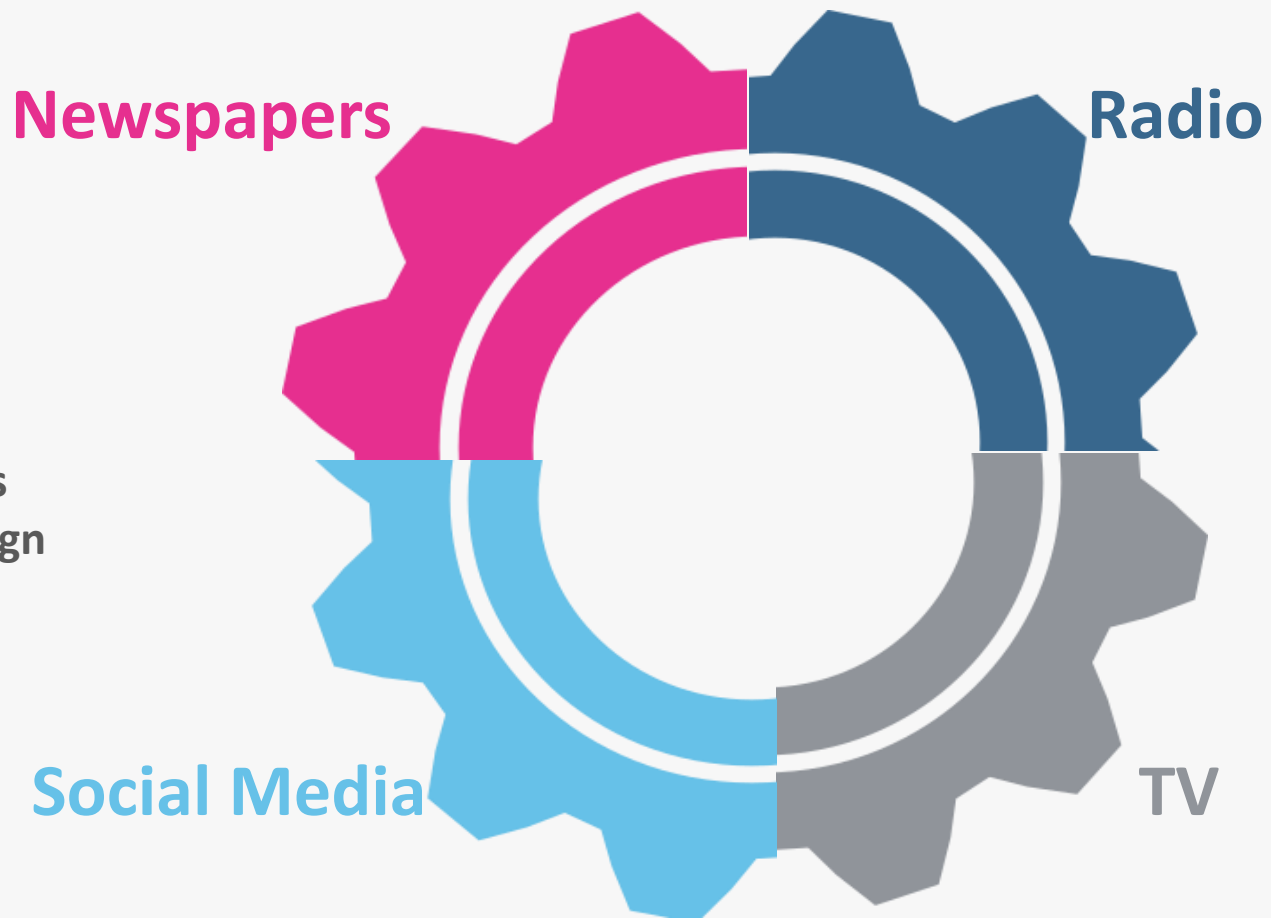




Principles

- All media platforms
- Several waves of advertising
- “one minute to 20:00” (primetime)

Adaption to different target groups such as ultra-Orthodox and Arabs and also to foreign languages speakers such as Russian





2019

2019

2020-2021

2021

2022

2022

Brief

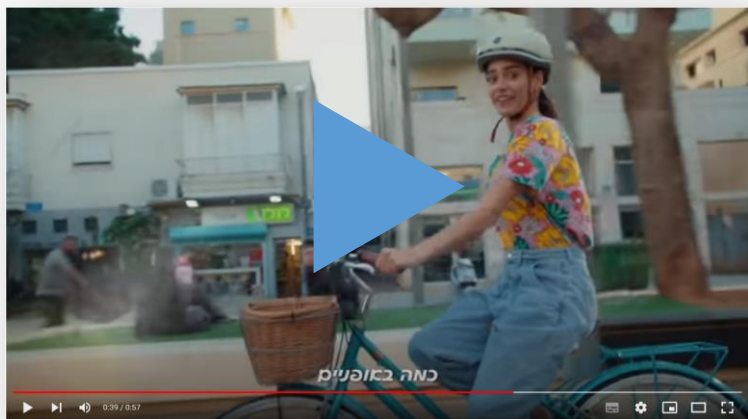
Focus Groups

Strategy

Creative

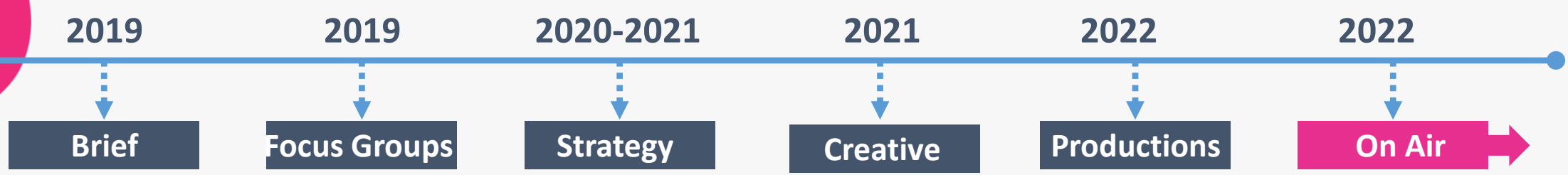
Productions

On Air



TV





Arabic speakers



Russian speakers



General Public



2019

2019

2020-2021

2021

2022

2022

Brief

Focus Groups

Strategy

Creative

Productions

On Air



Reels

Nadav

ניג'ה ישראל 2022, עונה 2022
הגמר הגדול

אחרי עונה ממושכת – תוצר הגמר הגדול של 'ניג'ה ישראל' עם הסוכנים בני תוקים על המסלול. או מי שהתמודדו עם ילדיו על הדרך הארוכה, ואם הגענו ה-16 בעולם בין ישראל ל...
צפו ללא פרסומות

פרקים נוספים

Learn more



2019

2019

2020-2021

2021

2022

2022

Brief

Focus Groups

Strategy

Creative

Productions

On Air

Newspapers



إحصاء ناجح، تأثير واضح!

מפקד האוכלוסין 2022

הלשכה המרכזית לסטטיסטיקה Central Bureau of Statistics



נתונים הם א-ב של כל החלטה שלנו

- שיפור תשתיות
- תחבורה ציבורית
- בתי כנסת ומקוואות
- גני שעשועים

נבחרתם להשתתף בסקרי הל שכיח! זה יעזור לתכנן ולשפר את איכות חייכם



הלשכה המרכזית לסטטיסטיקה Central Bureau of Statistics

2019

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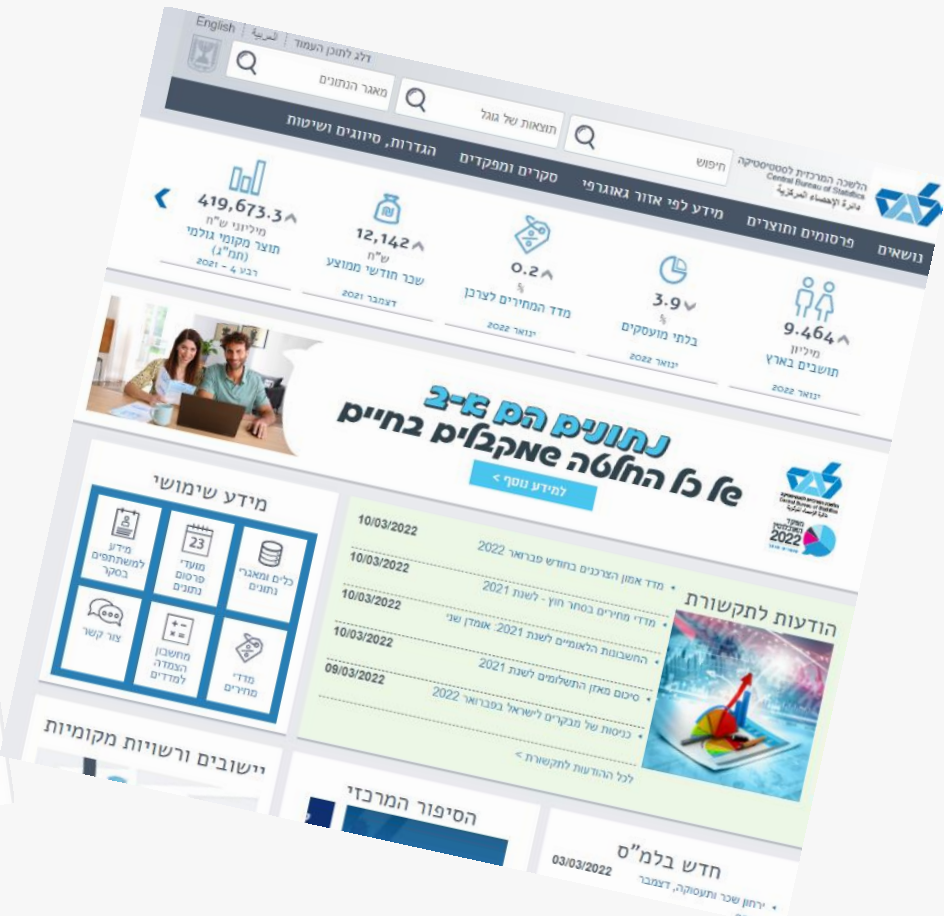
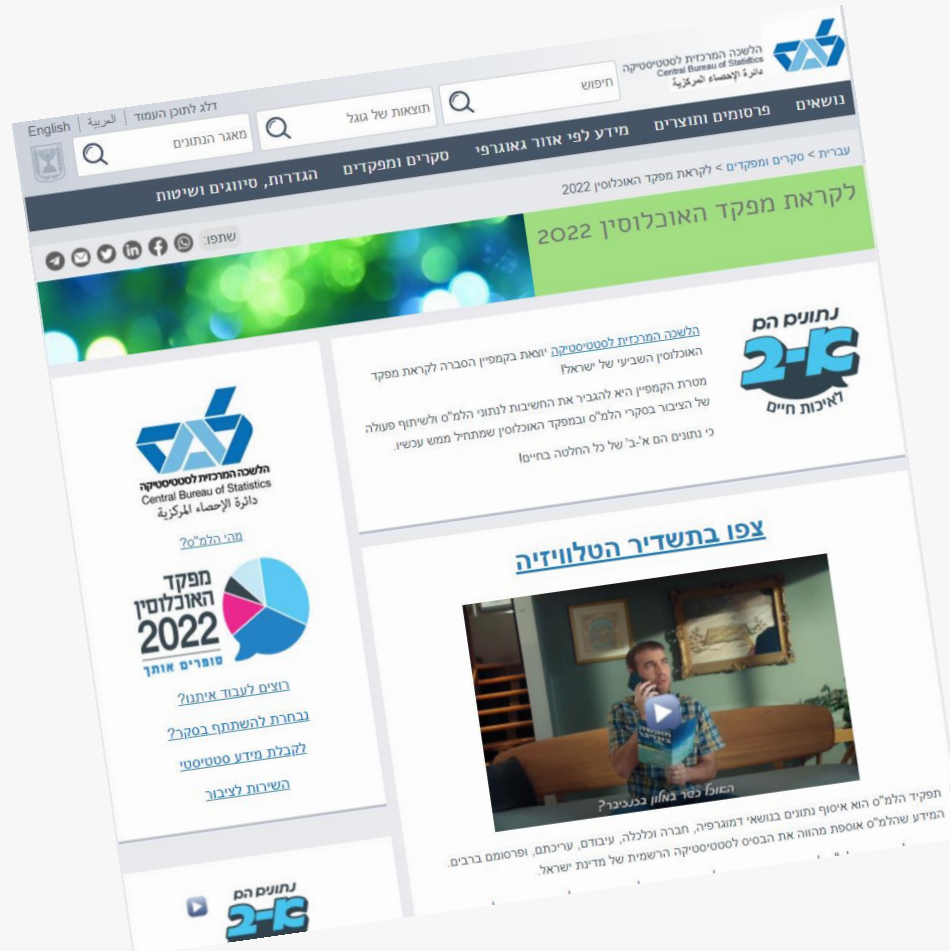
Strategy

Creative

Productions

On Air

Website



Press Release





Conclusions

- The campaign reached the target audiences
- The campaign created awareness to the CBS activities
- The campaign helped to create a current and relevant image for the CBS
- The campaign assisted to surveys and the Census recovery rates
- The campaign emphasized the need for advertising on a regular basis





Thank You!

Data is A-B-C for Every Decision in Life
Data Creates Quality of life

